

CRA Update

September 26, 2017

Purpose



Provide an update of activities and capital projects as related to the adopted Clermont CRA Plan.

2017 CRA Fund



Revenues		_
Taxes	\$ 213,716.75	
Investment Earnings	1,497.75	
Miscellaneous	-	
Total Revenues	\$ 215,214.50	
Expenditures	\$ 540,215.08	
Excess Revenues Over	(325,000.58)	
Expenditures		
Beginning Fund Balance	\$ 343,524.69	
Ending Fund Balance	\$ 18,524.11	
Assets		
Cash & Cash Equivalents	\$ 16,847.83	
Due From Other Fund	1,676.28	
Prepaid Costs	-	
Total Assets	\$ 18,524.11	
Liabilities	-	
Total Liabilities & Fund Balance	\$ 18,524.11	

CRA Incentives



Incentive Programs	Total	Grant
in FY 2016:	<u>Projects</u>	Awards
FIGP – 5 projects	\$ 59,197.00	\$ 40,492.50
BCAP – 5 projects	\$ 39,114.64	\$ 20,589.50
BPRP-0 project	0	0
IFAP – 0 projects	0	0

Incentive Programs	Total	Grant
in FY 2017:	<u>Projects</u>	Awards
FIGP – 6 projects	\$ 152,375.00	\$ 50,687.50
BCAP- 4 projects	\$ 101,270.00	\$ 30,000.00
BPRP-2 project	\$11,027.92	\$3,000.00
IFAP- 0 projects	0	0

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FICP:

Alan Pool
Cashwell Accounting
Broome Tree
Wallace Grill
Savoree
Suncreek
Michael Ali's Pizza

BCAP:

Clermont Cabana's Savoree Suncreek Michael Ali's Pizza

BPRP: Clermont Cabana's

2017 New CRA Businesses



- Devika's Fabrics
- Maribella's Salon
- Champions Barbershop
- Twisted Flavours Bakery
- Clermont Cabana's
- Epic Cycles
- Energy Lab Café
- The Great Floridian Marketplace
- Jalea
- Southern Hospitality Events and Boutique
- Clermont Brewing Company

- Saunder's Appraisal
- Next Home Lott Premiere Realty
- Aquatic Paradise
- Gray Collective Bridal and Boutique
- Crowning Glory Wigs and Boutique
- Dr. Perez Dentist (new build location)
- FC Cabinets and More
- Main Event Bar and Grill
- Graff Development Condos
- Coffee Shop of Horrors
- Mckenley Rae
- Clermont Best Flowers and Plants

CRA Market Information



CRA Market Analysis 2016

- Average residential list price/SqFt \$90.96
- Average commercial lease price/SqFt \$1.00/month

CRA Market Analysis 2017

- Average residential list price/SqFt \$115.51
- Average commercial lease price/SqFt \$1.50/month

8th Street Gateway



3.2 Access and Mobility within Downtown

- The movement of pedestrians, cyclists and vehicles to and throughout the downtown area and the waterfront in a safe manner are essential to the long-term viability of the area
- Tactic 3.2.4, 3.41, Create a new gateway off SR50 and Center Lake to support wayfinding throughout the area, improving image and enhancing economic activity.



Marcella Imbesi, CRA Business owner, Livi and Tate

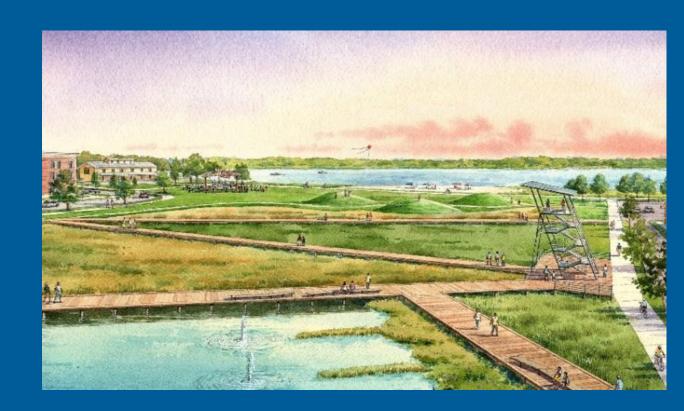
"I wanted to share something with you! I had a very kind customer come in today who is visiting in Seminole County. She likes to just take the car and drive to discover new places. So she shared that she saw the beautiful entrance to downtown and that is what brought her to us today. She was a sweet girl from the U.K. And loves to drive until she gets lost. - very cool. But she was super impressed with the entrance and just knew something good was around there! Plus bonus: she did some great shopping with us!"

Victory Pointe



3.1 Infrastructure and Environmental Enhancements

- 3.1.1, 3.1.2 Creating an area wide storm water system to increase individual site development, regional protection from direct discharge into Lake Minneola/Clermont Chain of Lake, 3.4.2, developing storm water facilities to accommodate pedestrian activity along with improved aesthetic focal point for surrounding area, creating connection between and the park and surrounding neighborhood. 3.6.1 Supporting catalytic economic development
- May 22, 2017 ground breaking.



City Hall Restrooms



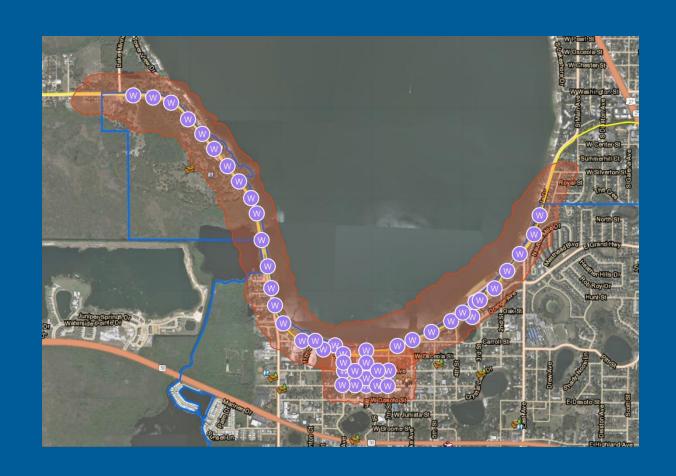
- 3.6 Economic Development
- **3.6.10** Improve access to public restroom facilities to support events within the downtown.



Champions Wi-Fi Trail



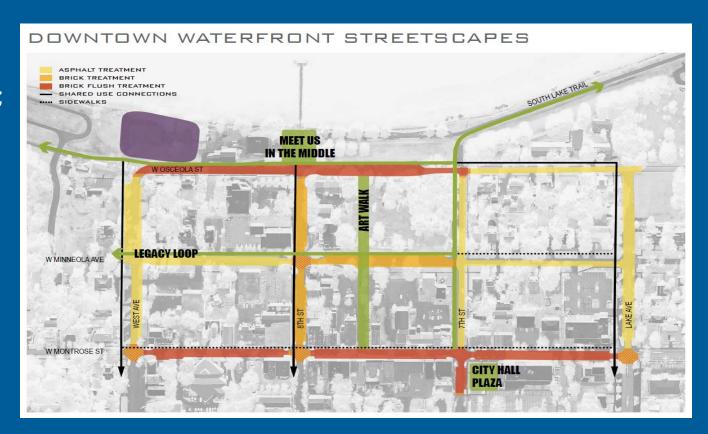
- 3.6 Economic Development
- 3.6.9 Provide up to date communications technology infrastructure.
- Public WiFi at Waterfront for USA Canoe/Kayak National Champions
- Development of Public Wi-Fi Trail
- Leveraging as next generation utility for economic activation



Parking



- Parking Study Completed
- Community Redevelopment Plan
- **1.2** Parking; **3.2.1** Pedestrian connections;
- (2) Handicap Parking spaces added to City Hall restroom lot
- (14) Striped parking spaces added on Minneola from 8th Street to West Ave
- (20) Striped parking spaces added on Lake Ave from Osceola to Minneola
- (9) Striped parking spaces added on 8th Street from Osceola to Minneola
- Streetscapes with masterplan
- Shared use-sites identified



Clermont Legacy Loop Trail



- 3.2 Access and mobility
- 3.2.1 Pedestrian connections from waterfront to Montrose/Minneola, 3.2.2 Connect trail system to Montrose/Minneola.
- Construction October 2017



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Catalytic Sites Update



- 3.6 Economic Development Activity
- **3.6.1** Provide strategic support to the identified catalytic sites, as they will leverage additional investment.
- Connected David Wallace with (3) interested partners in the redevelopment of the lumberyard site. Continue to work closely with David Wallace on the redevelopment of the site.
- The former Police Station has a purchase agreement with Drs.Cassavant and Kerpsak for the future re-use as medical offices.
- Communicate closely with Dr. De Hoyas, family is not interested in selling or developing at this time.
- City activated and deployed city owned asset, 790 Minneola Ave, Graff Development purchase, high-density condominium development.



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- City activated and deployed city owned asset, 790 Minneola Ave, Graff Development purchase, high-density condominium development.
- We continue to meet regularly with Jayson Stringfellow.





- **3.6.4** Develop Joint Marketing Opportunities
- Visitors, athletic and special event promoters as possible partners for the CRA related activities.
- Triathlon Business International Conference, Dallas. In January of 2017, the City of Clermont was invited to attend and speak to the development of Victory Pointe, Triathlon Beach and the redevelopment of the downtown waterfront area. The City of Clermont applied and received Lake County Tourist Development Collaborative Marketing dollars for the creation of collateral material for promotion at the conference and travel fees.
- The City in collaboration with Sommer Sports designed two races to start-finish within the downtown CRA area for 2018.



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- In February, Economic Development, Building and Development Services and Parks and Recreation hosted the first annual, Cyclovia event. Celebrating open streets, bicycling and community fellowship.
- The City of Clermont hosted the 2017 USA Canoe/Kayak National Championships in partnerships with Central FL Sports Commission and Lake County. The city coordinated with downtown CRA businesses in participating with the event and marketing themselves to athletes/visitors.



- We work closely with Lake County Rowing on cultivating winter training. Co branded collateral and information. USRowing Convention in December.
- City works closely to support downtown events and enhancing awareness to these through sponsorship, media and digital media.
- Economic Development Department attends monthly South Lake Chamber of Commerce Sports and Tourism Committee Meetings; Florida Greenways and Trails meetings, East Regional Planning Agency on Coast-to-Coast Initiatives.
- Attend monthly Lake Sumter MPO South Lake Task Force Meetings on Bicycle Friendly and Coast-to-Coast Initiatives.
- Mayor Ash hosts monthly Coffee with the Mayor to enhance information and awareness of downtown CRA projects, business and activity.



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- Visitors, athletic and special event promoters as possible partners for the CRA related activities.
- City presenting at 2017 National Bicycle Tourism Conference highlighting downtown CRA Master Plan projects.
- City presenting at 2017 FRA Conference on CRA.

Partnerships



- **3.6.3** Establish funding and development partnerships acknowledging increment resources alone will not be sufficient to implement all of the desired improvements.
- Partnerships established with the following partners
- Community Foundation of South Lake, Clermont Legacy Loop Field of Interest Fund. Inspired donors can give to the fund and the City of Clermont can access these funds in perpetuity for the construction and ongoing maintenance of the trail loop.
- Lake County Board of County Commissioners, Triathlon Beach. Lake County TDC provided \$400,000 for the construction of Triathlon Beach.
- The City provides support to the Clermont Downtown Partnership whom hosts weekly and monthly special events.
- The City provides support to Sommer Sports whom hosts annual endurance multi-sport events attracting visitors and athletes into downtown waterfront CRA area.





- 3.5.4 Continue to enhance Rowing Facilities
- Signage and welcome banners added to enhance visitor experience
- Seating tables added to the area to support visiting athletes
- Cooperative marketing support provided to visiting athletes via welcome letters, local information packets, site visits and social media support
- Recruitment support provided to Lake County Rowing Association in development of marketing material, direct emails to prospects and welcome information.





Thank you.